

Tamkang University Academic Year 105, 1st Semester Course Syllabus

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| Course Title | STRATEGIC MANAGEMENT | Instructor | HSING-YIN WEN |
| Course Class | TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A | Details | <ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits |
| D e p a r t m e n t a l A i m o f E d u c a t i o n | | | |
| <p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p> | | | |
| D e p a r t m e n t a l c o r e c o m p e t e n c e s | | | |
| <p>A . Provide the basic knowledge of both theory and practices.</p> <p>B . Enhance the practical training for the current trends.</p> <p>C . Cultivate the ethics in business and management.</p> <p>D . Obtain the ability of analyzing industrial and business problems.</p> | | | |
| Course Introduction | <p>This course on strategic management attempts to build MBA students' theoretical and practical foundations as manager for improving students' analytical capabilities of corporate data and competitive strategies. The course assignments include group case write-up and individual resume and job-interview.</p> | | |
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The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives | Relevance | |
|-----|---|------------------|-------------------------------|
| | | Objective Levels | Departmental core competences |
| 1 | To explore MBA students' career planning and strategic competitiveness. | A6 | ABCD |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|---|---|--|
| 1 | To explore MBA students' career planning and strategic competitiveness. | Lecture, Discussion, Appreciation, Simulation, Practicum, Problem solving, 模擬面談 | Written test, Practicum, Report, Participation |
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This course has been designed to cultivate the following essential qualities in TKU students

| Essential Qualities of TKU Students | Description |
|---|---|
| ◇ A global perspective | Helping students develop a broader perspective from which to understand international affairs and global development. |
| ◆ Information literacy | Becoming adept at using information technology and learning the proper way to process information. |
| ◇ A vision for the future | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision. |
| ◇ Moral integrity | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. |
| ◆ Independent thinking | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically. |
| ◇ A cheerful attitude and healthy lifestyle | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life. |
| ◆ A spirit of teamwork and dedication | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems. |
| ◇ A sense of aesthetic appreciation | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process. |

Course Schedule

| Week | Date | Subject/Topics | Note |
|------|-------------------------|--|------|
| 1 | 105/09/12~ 105/09/18 | Orientation | |
| 2 | 105/09/19~ 105/09/25 | 1. Strategic Leadership | |
| 3 | 105/09/26~ 105/10/02 | 2. External Analysis | |
| 4 | 105/10/03~ 105/10/09 | 3. Internal Analysis | |
| 5 | 105/10/10~ 105/10/16 | 4. Competitive Advantage through Functional-Level Strategies | |
| 6 | 105/10/17~ 105/10/23 | 5. Business-Level Strategy | |
| 7 | 105/10/24~ 105/10/30 | Midterm-exams (CH 1~5); Case-Preparation | |
| 8 | 105/10/31~ 105/11/06 | Facebook v. What'sApp (CH3) | |
| 9 | 105/11/07~ 105/11/13 | 6. Business-Level Strategy and the Industry Environment | |
| 10 | 105/11/14~ 105/11/20 | 7. Strategy and Technology | |
| 11 | 105/11/21~ 105/11/27 | 8. Strategy in the Global Environment | |
| 12 | 105/11/28~ 105/12/04 | Facebook v. What'sApp (CH6) | |

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| 13 | 105/12/05 ~ 105/12/11 | 9. Corporate-Level Strategy I | |
| 14 | 105/12/12 ~ 105/12/18 | 10. Corporate-Level Strategy II | |
| 15 | 105/12/19 ~ 105/12/25 | 11. Corporate Governance, Social Responsibility, and Ethics | |
| 16 | 105/12/26 ~ 106/01/01 | Facebook v. What'sApp (CH9) | |
| 17 | 106/01/02 ~ 106/01/08 | Job Interview Workshop | |
| 18 | 106/01/09 ~ 106/01/15 | Final Exam (CH 6~11) | |
| Requirement | Mark of usual is evaluated by two individual assignments of Job-Interview Workshop, including resume before the workshop and action plan after the workshop. | | |
| Teaching Facility | Computer, Projector, Other (教學平台作業分享) | | |
| Textbook(s) | Hill, Jones & Schilling, Strategic Management -- Theory: An Integrated Approach, 11/e, 2014, 華泰文化經銷 | | |
| Reference(s) | | | |
| Number of Assignment(s) | 5 (Filled in by assignment instructor only) | | |
| Grading Policy | <p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈小組報告〉 : 30.0 %</p> | | |
| Note | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> | | |